devcom

Art & Animation Summit

December 14 & 15, 2021, online

The Premier of the State of North Rhine-Westphalia

game

koelnmesse

gamescom

Art & Animation
Summit
December 14 & 15, 2021, online

devcom

Summit Presentation Deck

Join us as partner / sponsor for devcom's Art & Animation Summit and learn about your options to get the most out of your presence.

Find a summary of key facts and figures of the next summit hosted by devcom.

Get to know the Advisory Board which helps us to identify the most relevant tech topics and select the best fitting speakers for our event and audience.

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Summit Presentation Deck

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About devcom

devcom and its formats

Established in 2017, devcom is the official game developer event of gamescom, the world's largest computer and video games event, and Europe's annual "must attend" developer's conference.

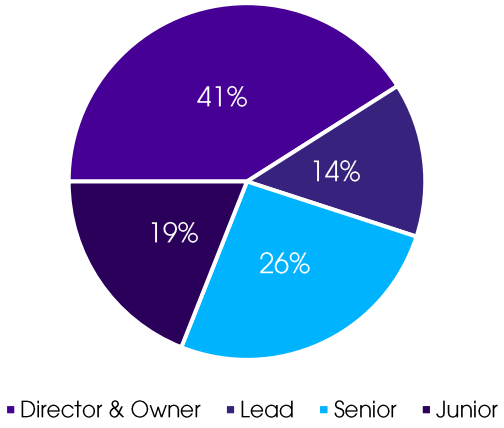
Originally started as a five-day umbrella framework for a series of events, devcom is now a full-year experience focused on game development, game publishing, networking and community building.

devcom	devcom	devcom	devcom	devcom
developer conference	Summits	Master Classes	Industry Podcast	Twitch formats

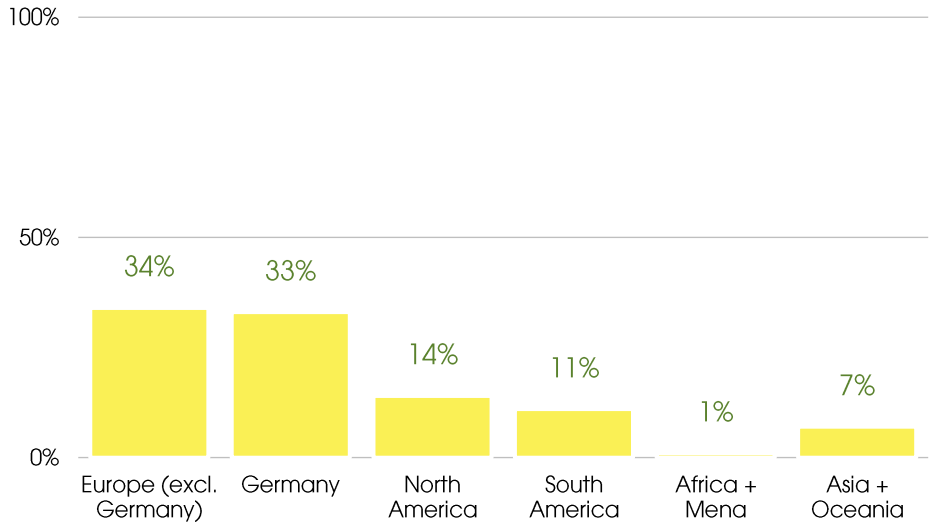
About devcom

Our reach and demographics

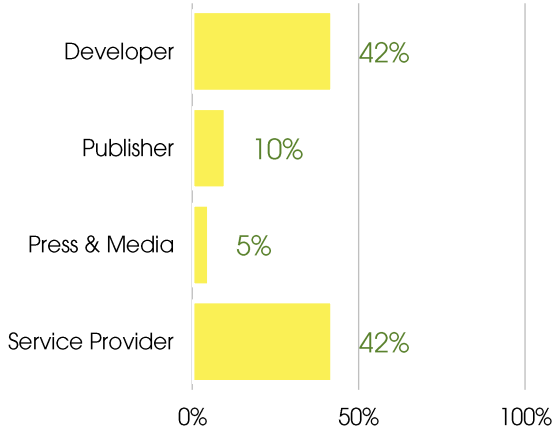
#ddc2020 attendees by seniority



#ddc2020 attendees by region



#ddc2020 attendees by company activity



2.400+ follower
9.8 mil minutes watched

6,000+
subscriber

2,000+
follower

2,100+
follower

580+
follower

800+
follower

600+
members

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Former partner & sponsors

Xsolla

aws game tech

Google

EPIC GAMES

CRYTEK

IMPROBABLE

Tencent Cloud

unity

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Art & Animation Summit

December 14 & 15, 2021, online

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Nico Balletta, Head of Program at devcom

"Alongside our amazing advisory board, devcom has created a 2-day program packed with talks, panels, fireside chats, and workshops.

More than 25 global games industry experts will be sharing insights into their work and their approach to art, animation, motion capture, VFX and much more.

And if you`re in the mood for a more light-hearted time, you can always join the devcom team live on Twitch and watch them checking out what's hidden "under the hood" of some of the most amazing recent games."

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About the Art & Animation Summit

Key figures for Art & Animation

2	300	25+	2
days	attendees	int. speakers	keynotes

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About the Art & Animation Summit

Features

EXPO

Present your products and services in your very own virtual booth.

PROGRAM

Enjoy 2 days of in-depth talks, workshops, and panels delivered by industry expert.

EXPERTS Q&A

Join our virtual catch-up rooms for numerous live Q&As with our speakers.

1:1 MEETINGS

Use our matchmaking tool to engage with other attendees and widen your own network.

TWITCH

Join us on Twitch if you are up for some lighthearted complimentary content. Link

PINE

The event platform of our choosing – want to check it out? Follow the Link

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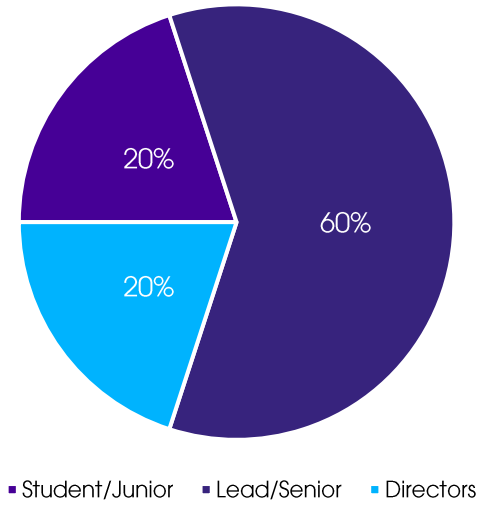
About the Art & Animation Summit

Attendee demographics

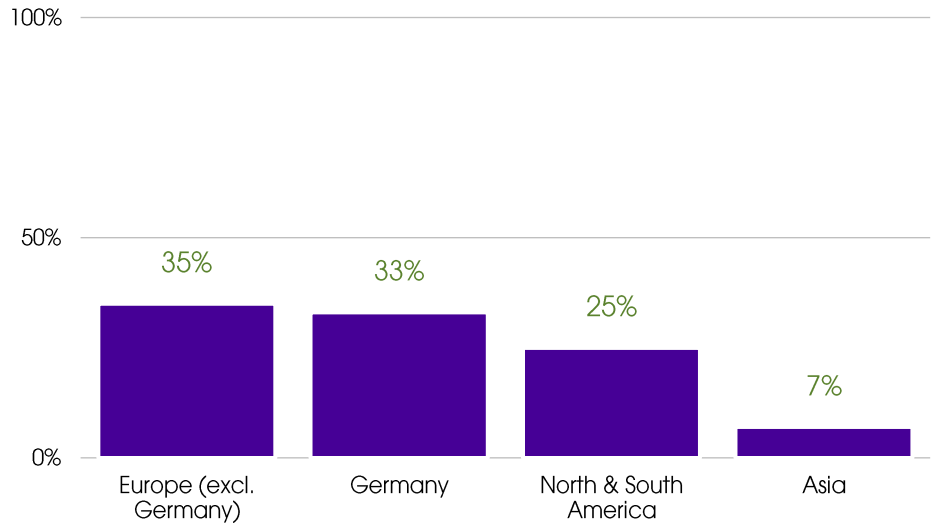
We`re anticipating an increased numbers of attendees from the tech and service industry with significant experience in their fields.

The program is aimed at CEOs, art directors, studio directors, 2D/3D artists, animators, environment modelers, texture artists, tech artists, character animators, riggers, producers and anyone else involved in Art & Animation

Attendees' seniority



Geographical Breakdown



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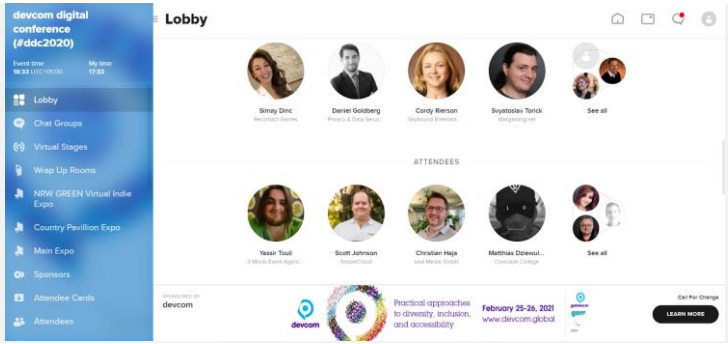
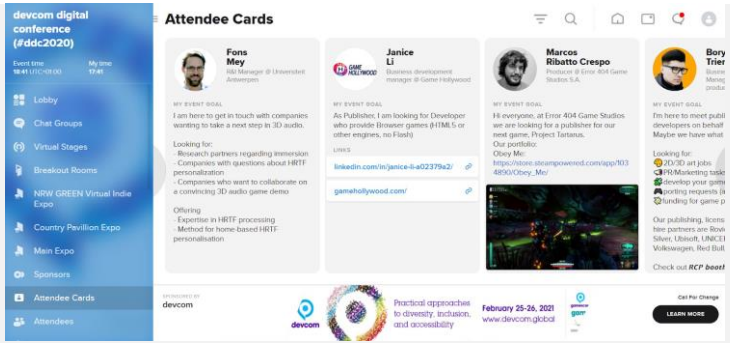
About the Art & Animation Summit

Value proposition

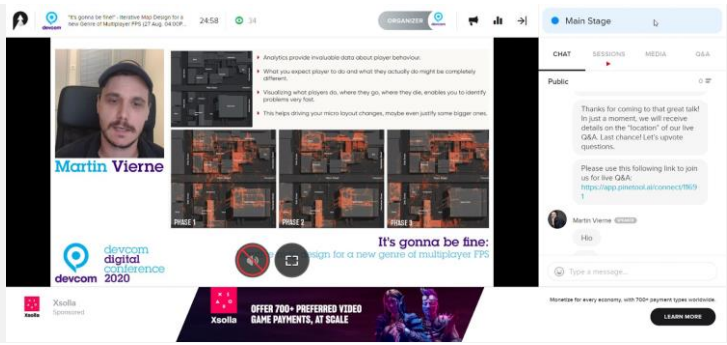
By focusing the Art & Animation Summit on creative and management topics we provide you…



…an international and engaged audience interested in your field of expertise.



…opportunities to directly connect with the right target group



…access to industry experts in their fields to learn from their experiences and strengthen your network.

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Offer overview

Our packages

	Silver	Gold	Platinum
Official Summit Program your Session, Panel, Demo	–	30 min	60 min
Virtual Exhibition booth	Small virtual booth	Medium virtual booth	Big virtual booth
Business passes included	10	20	50
Logo on Summit Website	Yes	Yes	Yes + individual text
Social Media Push	Yes	Yes	Yes
Newsletter Push	Yes	Yes + individual text	Yes + long individual text
Pine Visibility	Silver Pine Pack	Gold Pine Pack	Platinum Pine Pack
Twitch Program	Silver Twitch Pack	Gold Twitch Pack	Platinum Twitch Pack
Price (excl. VAT)	**5,000€**	**10,000€**	**25,000€**

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Offers

Platinum

Platinum Program Pack

On the summit stage:
- 120 minutes session in our official summit program
- 60-seconds video ad time per day (possible to split in smaller sections)

On your virtual booth
- 8 hours of live streaming

All your content promoted as part of the summit program

Platinum Comm Pack

Website:
- Large logo on the summit page with a 300-character text

Newsletter:
- Your asset and 300-character text in newsletter sent during the summit week

Social media:
- Your asset and 160-character text sent during the summit week

Event App Push (mobile + browser):
- 2 Push Notifications to all event attendees (400 characters)

Platinum Pine Pack

Exhibition:
- Virtual Booth
- Full size thumbnail on the Main Expo
- 50 Business Passes incl. matchmaking
- Unlimited job-opening posts
- Analytics and lead generation – connected to your virtual booth

Branded background (all subpages*)

Big logo on top of our sponsor section

Ad banners on all 12 subpages*

Platinum Twitch Pack

60 minutes interview / talk / demo

90-seconds video ad time per day (possible to split in smaller sections)

Big logo in overlay

4 chat bot messages per day

Lower third banner displayed during your session x3

25,000€
limited to 2 (1 already sold out)

*see all subpages listed on page 20

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Offers

Gold

Gold Program Pack

On the summit stage:
- 60 minutes session in our official summit program
- 30-seconds video ad time per day (possible to split in smaller sections)

On your virtual booth:
- 5 hours of live streaming

All your content promoted as part of the summit program

Gold Comm Pack

Website:
- Medium size logo on the summit page

Newsletter:
- Your asset and 160-character text in newsletter sent prior or after the summit week

Social media:
- Your asset and 160-character text sent prior or after the summit

Event App Push (mobile + browser):
- 1 Push Notifications to all event attendees (400 characters)

Gold Pine Pack

Exhibition:
- Virtual Booth
- Half-size thumbnail on the Main Expo
- 20 Business Passes incl. matchmaking
- 12 job-opening posts
- Analytics and lead generation – connected to your virtual booth

Medium logo in our sponsor section

Ad banners on 9 subpages*

Gold Twitch Pack

30 minutes interview / talk / demo

60-seconds video ad time per day (possible to split in smaller sections)

Small logo in overlay

2 chat bot messages per day

Lower third banner displayed during your session x2

10,000€
limited to 3

*see all subpages listed on page 20

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Offers

Silver

Silver Program Pack

On the summit stage:
- 30 minutes session in our official summit program

On your virtual booth:
- 2 hours of live streaming

All your content promoted as part of the summit program

Silver Comm Pack

Website:
- Small logo on the summit page

Newsletter:
- Your logo in newsletter

Social media:
- Your asset and 160-character text sent until week prior or after the summit

Silver Pine Pack

Exhibition:
- Virtual Booth
- Third-size booth banner in the Main Expo
- 10 Business Passes incl. matchmaking
- 6 job-opening posts
- Analytics and lead generation – connected to your virtual booth

Small logo in our sponsor section

Ad banners on 5 subpages*

Silver Twitch Pack

30-seconds video ad time per day (possible to split in smaller sections)

1 chat bot message per day

5,000€

*see all subpages listed on page 20

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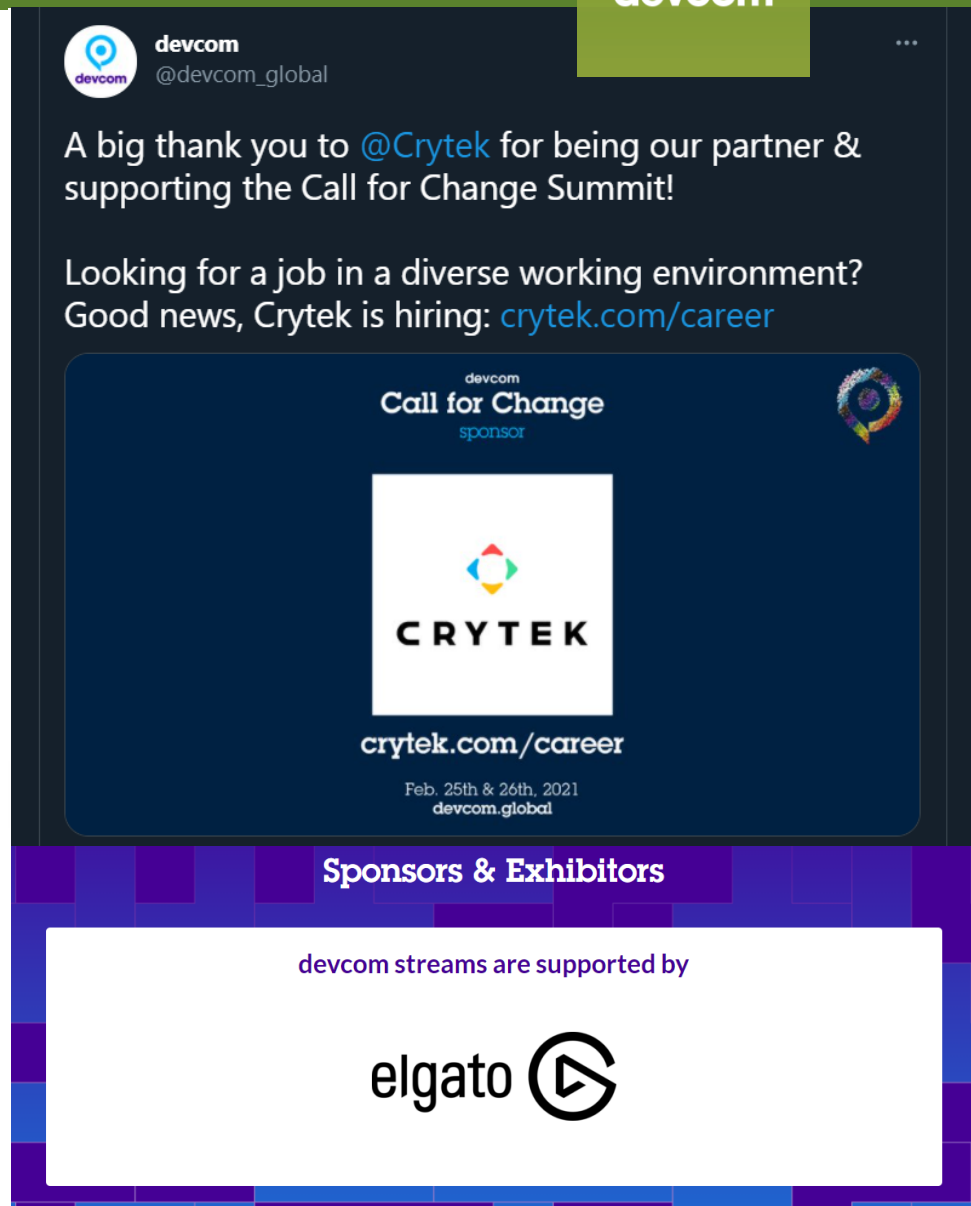
Offers – *contact us for individual offer!*

Entry level partnership

- Your logo on our summit website
- Your logo in newsletter
- 1 Business Pass (matchmaking + access to speaker dinner)
- 1 Recruitment Pass (matchmaking + access to speaker dinner + unlimited job posts)
- Social Media post featuring your logo and 160-character text

699€



Offers – *contact us for individual offer!*

Speaker Dinner Sponsor – Exclusive!

- Your logo on our summit website
- Your logo in our newsletter + 160 characters text
- Social Media post featuring your logo + 160 characters text
- Dedicated email invitation sent to all speakers by devcom team
- 5 min introduction speech at the beginning of the dinner
- Goodie or gift mailed to all speakers
- 3 Business Pass (matchmaking + access to speaker dinner)

4,900€
limited to 1

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Offers – *contact us for individual offer!*

Official Party Sponsor

- Branded 3D party space (MixUp World) with banners, branded bar and tables
- Your party is part of the summit program
- Your logo on our summit website
- Your logo in our newsletter + 160 characters text
- Social Media post featuring your logo + 160 characters text
- 1 Push Notifications to all event attendees (400 characters)
- 1 Business Pass (matchmaking + access to speaker dinner)

4,000€
limited to 2

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Offers – *contact us for individual offer!*

Portfolio Review Sponsor

- Fully branded room open 24h & during the entire summit
- Your Room is part of the summit program
- Your logo on our summit website
- Your logo in our newsletter + 160 characters text
- Social Media post featuring your logo + 160 characters text
- 1 Push Notifications to all event attendees (400 characters)
- 1 Recruitment Pass (matchmaking + access to speaker dinner + unlimited job posts)

4,000€
limited to 2

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Offers – *contact us for individual offer!*

Goodie Bag Sponsor

- Your logo on our summit website
- Your logo in our newsletter + 160 characters text
- Social Media post featuring your logo + 160 characters text
- Your Goodie Bag listed on PINE main menu (left)
- 1 Push Notifications to all event attendees (400 characters)
- 1 Business pass (matchmaking + access to speaker dinner)

1,500€
limited to 3

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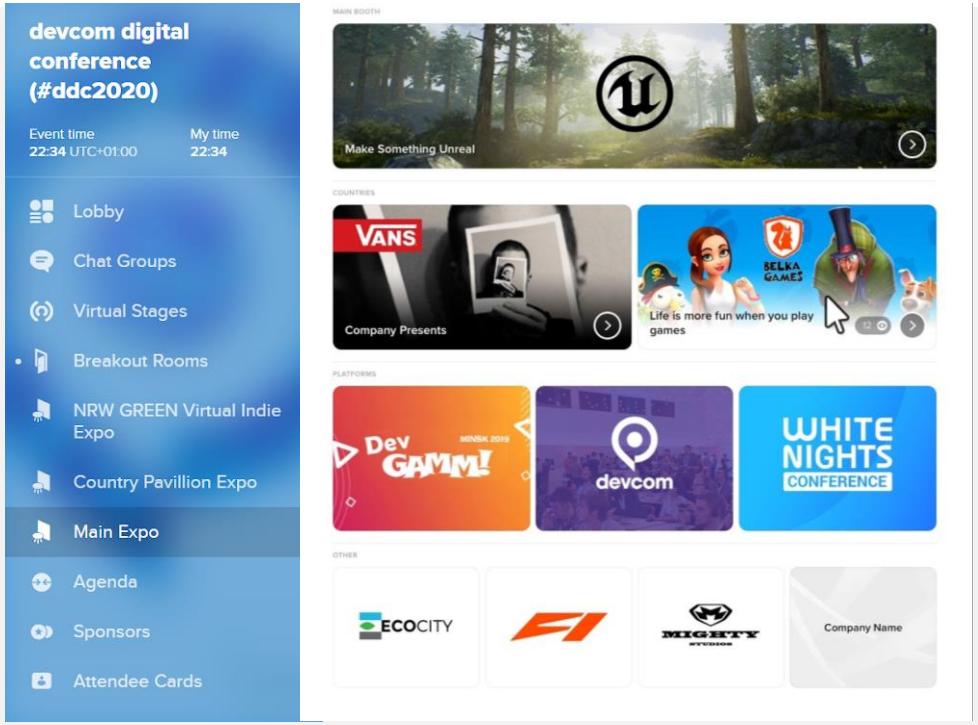
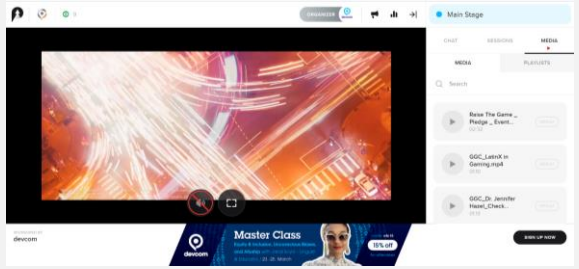
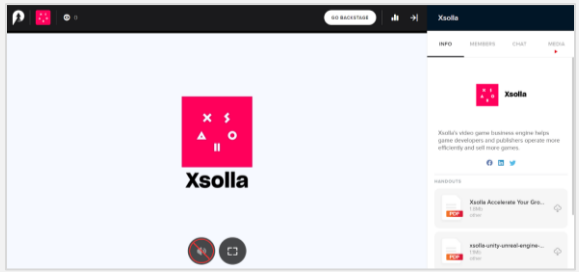
Virtual Booth and visibility on Pine

Reach our Summit's audience through classic Sponsoring Banners or showcasing your company in your Virtual Booth.

Pine is a great opportunity to highlight your products and services using Call-to-Action's or live streaming.







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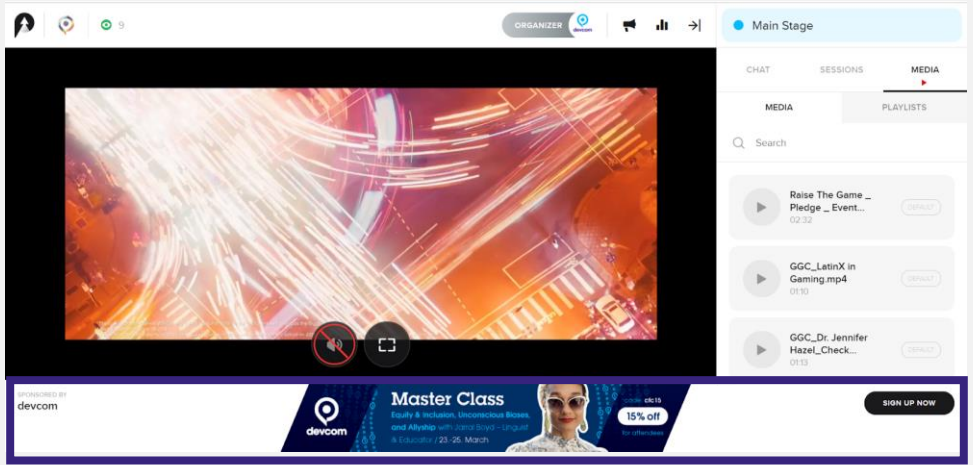
Pine Subpage Banners

- Banner on Lobby (D)
- Banner on Event View (M)
- Banner on My Agenda (D+M)
- Banner on 1:1 Meeting (D)
- Banner on Attendee Profile (D+M)
- Banner on Program (D+M)
- Banner on Session Details (D+M)
- Banner on Attendee Cards (D)
- Banner on Activity Feed (D+M)
- Banner on Main Expo (D)
- Banner on Q&A Rooms List (D)
- Banner on Live Stage (D)



D – desktop M – mobile

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Contact us!

Are there still questions left? Do you have own ideas for sponsoring? Would you like to know about other devcom events and online activities?

Do not hesitate and reach out to us.

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